

Gen Con LLC

Indy and General and Administrative combined

Gen Con (Indy & G & A)																	
Ordinary Income/Expense																	
Income																	
	Wisc '03 and Fisc G&A '03	% of sales	Indy '04 and Fisc G&A '04	% of sales	03 to '04	Indy '05 and Fisc G&A '05	% of sales	04 to '05	Indy '06 and Fisc G&A '06	% of sales	05 to '06	Indy '07 and Fisc G&A '07	% of sales	06 to '07	Total Budget 2008	% of sales	07 to '08
4101 · Admissions Revenue	825,715.46	35%	900,994.66	35%	8%	904,938.02	36%	0%	1,114,796.69	40%	19%	1,284,170.80	40%	13%	1,365,331.00	43%	6%
4102 · Booth Space Rental	859,509.98	37%	895,451.30	35%	4%	1,201,112.29	48%	25%	1,298,717.85	47%	8%	1,410,365.85	44%	8%	1,081,525.00	34%	-30%
4103 · Events Revenues	194,318.07	8%	194,255.20	8%	0%	216,915.33	9%	10%	275,463.75	10%	21%	219,568.77	7%	-25%	290,631.00	9%	24%
4104 · Hotel Rebates	98,411.44	4%	129,176.00	5%	24%	124,520.55	5%	-4%	132,866.90	5%	6%	161,947.31	5%	18%	140,597.00	4%	-15%
4106 · Merchandise	47,294.41	2%	43,487.05	2%	-9%	39,126.00	2%	-11%	0.00	0%	0%	8,685.50	0%	100%	50,017.23	2%	83%
4107 · Sponsorship Non-Booth Revenues	253,625.00	11%	254,930.00	10%	1%	214,800.00	9%	-19%	186,566.50	7%	-15%	246,120.00	8%	24%	175,264.00	6%	-40%
4108 · Advertising Revenues	33,600.00	1%	64,750.00	3%	48%	52,800.00	2%	-23%	55,500.00	2%	5%	49,650.00	2%	-12%	30,300.00	1%	-64%
Total 4109 · Art Show Revenue	24,910.93	1%	27,312.52	1%	9%	32,286.21	1%	15%	34,641.84	1%	7%	32,452.34	1%	-7%	33,511.98	1%	3%
4110 · Exhibitor Badges	32,684.00	1%	44,210.00	2%	26%	21,990.00	1%	-101%	36,185.00	1%	39%	41,879.00	1%	14%	42,135.00	1%	1%
4111 · NSF Check Charges	205.00	0%	200.00	0%	-3%	70.00	0%	-186%	(1,188.50)	0%	106%	(1,467.20)	0%	19%	0.00	0%	0%
4112 · Other Income	(18,330.01)	-1%	2,355.55	0%	878%	60.48	0%	-3795%	4,544.83	0%	99%	18,061.50	1%	75%	10,017.51	0%	-80%
4114 · Early Pay Discounts	0.00	0%	0.00	0%	0%	(292,860.00)	-12%	100%	(373,058.50)	-13%	21%	(276,882.00)	-9%	-35%	(65,335.00)	-2%	-324%
Total 4115 · Author's Avenue Revenue	0.00	0%	0.00	0%	0%	0.00	0%	0%	980.24	0%	100%	1,200.00	0%	18%	2,864.00	0%	58%
Total Income	2,351,944.28	100%	2,557,122.28	100%	8%	2,515,758.88	100%	-2%	2,766,016.60	100%	9%	3,195,751.87	100%	13%	3,156,858.72	100%	-1%
Total Costs	12,640.25	1%	27,326.56	1%	54%	28,020.27	1%	2%	0.00	0%	0%	56,741.73	2%	100%	38,014.00	1%	-49%
Gross Profit	2,339,304.03	99%	2,529,795.72	99%	8%	2,487,738.61	99%	-2%	2,766,016.60	100%	10%	3,139,010.14	98%	12%	3,118,844.72	99%	-1%
Labor related costs	1,135,559.29	48%	968,533.56	38%	-17%	1,381,420.67	55%	30%	1,744,713.93	63%	21%	2,210,656.30	69%	21%	1,394,230.00	44%	-59%
Promotional, Advertising expenses	280,792.66	12%	261,864.18	10%	-7%	232,527.55	9%	-13%	282,380.24	10%	18%	336,903.28	11%	16%	189,915.00	6%	-77%
Convention supplies and expenses	551,034.20	23%	533,232.66	21%	-3%	520,002.77	21%	-3%	569,155.31	21%	9%	575,204.16	18%	1%	403,008.00	13%	-43%
Building expenses	187,631.21	8%	170,760.58	7%	-10%	140,818.58	6%	-21%	175,977.01	6%	20%	169,474.30	5%	-4%	144,783.00	5%	-17%
Administrative expenses	79,343.22	3%	98,109.90	4%	19%	191,491.76	8%	49%	75,488.99	3%	-154%	162,786.46	5%	54%	218,478.00	7%	25%
Inventory and FF&E as an expense	35,542.44	2%	3,663.71	0%	-870%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%		0%	0%
Computer equipment and software - expen	13,259.22	1%	5,185.64	0%	-156%	13,358.31	1%	61%	16,746.06	1%	20%	89,449.41	3%	81%	(4,303.00)	0%	21799%
Interest expense	0.00	0%	(8,973.25)	0%	100%	(4,334.80)	0%	-107%	(5,602.51)	0%	23%	(21,685.28)	-1%	74%	27,941.00	1%	178%
Depreciation	47,463.38	2%	200,091.33	8%	76%	235,856.14	9%	15%	244,306.70	9%	3%	192,664.94	6%	-27%	162,299.00	5%	-19%
Taxes	39,848.43	2%	17,382.10	1%	-129%	28,474.99	1%	39%	35,011.57	1%	19%	21,994.77	1%	-59%	55,969.00	2%	61%
Total Expense	2,370,474.05	101%	2,249,850.41	88%	-5%	2,739,615.97	109%	18%	3,138,177.30	113%	13%	3,737,448.34	117%	16%	2,592,320.00	82%	-44%
Net Ordinary Income	(31,170.02)	-1%	279,945.31	11%	111%	(251,877.36)	-10%	211%	(372,160.70)	-13%	32%	(598,438.20)	-19%	38%	526,524.72	17%	214%
Net Income	(31,170.02)	-1%	279,945.31	11%	111%	(251,877.36)	-10%	211%	(372,160.70)	-13%	32%	(598,438.20)	-19%	38%	526,524.72	17%	214%
	0.00																

Add back:

Interest expense	0.00	0%	8,973.25	100%	4,334.80	0%	-107%	5,602.51	0%	23%	21,685.28	1%	74%	(27,941.00)	-1%	178%
Depreciation	47,463.38	2%	200,091.33	76%	235,856.14	9%	15%	244,306.70	9%	3%	192,664.94	6%	-27%	162,299.00	5%	-19%
Taxes	39,848.43	2%	17,382.10	-129%	28,474.99	1%	39%	35,011.57	1%	19%	21,994.77	1%	-59%	55,969.00	2%	61%
EBITDA	56,141.79	2%	506,391.99	89%	16,788.57	1%	-2916%	(87,239.92)	-3%	119%	(362,093.21)	-11%	76%	716,851.72	23%	151%